

Guide for State Legislators

 Meta

 NCSL

Give people the
power to build
community and bring
the world closer
together.

231M

people access Meta
platforms every month in the
United States

Your Meta toolkit

facebook.com/gpa

All of the latest tools and best practices
for government, politics, and nonprofit
partners

178M

people access Meta
platforms every day in the
United States

Blueprint: facebook.com/blueprint

Expand your digital skills, with free online
training, courses and certifications

Source: Meta Data, 2021

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Getting started

Create a Page: To create a Page, log into your personal Facebook account (also called a profile). Click the arrow in the top-right corner and select Create Page. When you use your personal profile to set up your organization's Page, you'll be the Page administrator by default. Page admins can be changed or added at any time under Manage Pages. Page admins can have access with full control or partial control. Your admin role won't affect the privacy of your personal profile and won't appear in your Page's posts or other activity. We recommend that at least two admins have full control of the Page to prevent access issues if one admin leaves your organization.

Establish your identity: Upload a cover photo that represents your work and your community. Use high quality imagery that is visually appealing and that looks good on both desktop and mobile devices.

Add a profile picture. Your profile picture will be seen across Facebook. Keep in mind, it'll often appear small as most users access Facebook through their mobile device.

Give your Page a custom URL: Visit the About section and edit the Create Page @username field under General. This will change the URL of your Facebook Page to facebook.com/[username]. We recommend that your Page's URL/username match your other online accounts if at all possible - it will make them all that much easier for people to remember.

Add a name for your Page: Your Page name will be seen across Facebook.

Edit settings: Click on Settings to adjust a number of options that will help you optimize your Page.

Profanity and keyword filters: You can block certain words from appearing on your Page by using the profanity filter and Page moderation tools.

Comment ranking: Turn on comment ranking so that comments with the most likes or replies, as well as comments from verified profiles and Pages, will appear first.

Messenger: People increasingly want to communicate through private messaging because it is fast and convenient. Page admins can turn messenger on or off, set up welcome greetings, instant replies and more.

Review your Page tabs: Add, remove or reorder the tabs and sections that appear on the left hand side and the middle of your Page to create the best possible experience for people visiting your Page. If you are an elected official or candidate, make sure you are in the "Politician" Page template.

Start building your audience: Invite your contacts to Like your Page, put your URL on business cards and in emails, and add social plugins to your website.

Start posting engaging content: Start typing where it says "Write a post..." Your update can be about anything you think people will be interested in - maybe you're launching your campaign, opening a new office or starting a new initiative. All your posts are visible on your Page and may show up in Feed.

NEW ADMIN CONTROLS

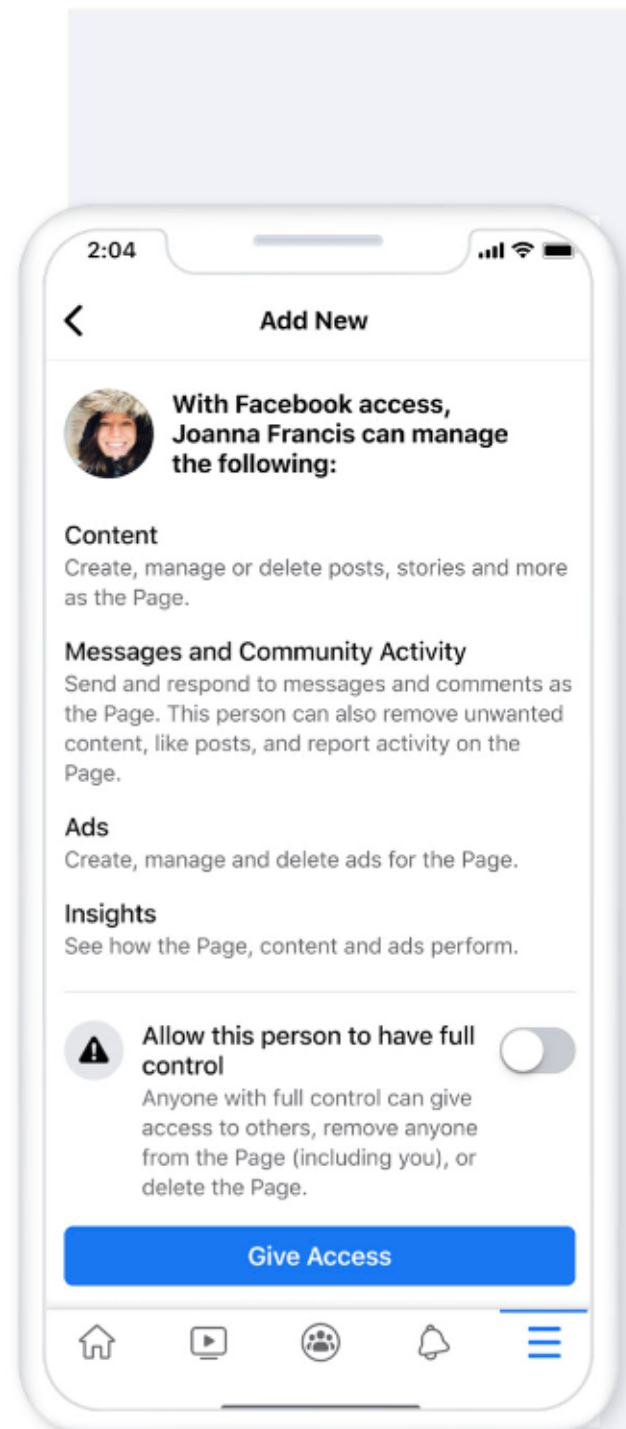
Facebook access: You can grant people you trust access to manage the Page on your behalf.

- **Full control:** You can allow people with Facebook access to have full control of the Page, meaning they can grant access to others, remove anyone from the Page, or delete the Page.
- **Partial control:** Alternatively, you can give people with Facebook access partial control of your Page to help manage it without giving full admin access.

Task access: You can give people task access to your Page which allows them, via Creator Studio or Business Suite, to create or manage content, messages, ads or insights.

ENJOY NEW WAYS TO ENGAGE

Easily create Stories, discover, and join new Groups and comment on posts from your community, as well, as follow others in your community.



Account safety and security tips



Two-Factor authentication: Turn on two-factor authentication and add an extra layer of security for your account. On Facebook, go to “Settings” then “Settings & Privacy.” Then go to “Security and login” and set up “two-factor authentication.” On Instagram, go to settings, then “Security”, then “Two-Factor Authentication.”



Password: Use a strong password that is unique and never shared with anyone. Avoid using anything that’s personally identifiable, like your name, phone number, birth date or address. For extra security, change your password every six months.



Facebook admins: Selecting and assigning the right admin roles will help you manage your Facebook Page without risking passwords or financial information. Each person will log in to their own personal account and work on the Page from there. Remember not everyone needs to have full admin control over a Page; some people only need partial control or task access.



Report a Post, spam or impersonation: The best way to report abusive content, spam or impersonation on Facebook is by using the “Report” link that appears near the content itself. We will review the report and take appropriate action. To see instructions for reporting all types of content, go to facebook.com/report.



Manage and filter Comments: You can hide or delete individual comments to help you control what appears on your Page or profile. You can also use Comment Filters to block specific words or phrases on your Facebook and Instagram Posts. These are available in your Page’s Settings.



Avoid scams and phishing attempts: If you’re ever unsure if a message from Meta is legitimate, you can go to your Facebook Security and Login settings and view all official emails sent to you via email.

To help you identify phishing and spam emails, you can view official Instagram emails sent within the last 14 days from your Settings.



Hacked accounts: If you think your account has been hacked or taken over, there are actions you can take to secure your account. Learn more about how to take action by going to <https://www.facebook.com/gpa/resources/basics/security>.

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Security tips

Follow these tips to protect your Facebook Page.

More info: [facebook.com/help/285695718429403](https://www.facebook.com/help/285695718429403)

Enroll in Facebook Protect

Facebook Protect helps candidates, their campaigns and elected officials adopt stronger account security protections, like two-factor authentication, and monitors for potential hacking threats.

<https://www.facebook.com/gpa/facebook-protect>

Enable two-factor authentication

Two-factor authentication is a security mechanism that requires you to enter a specific code when someone tries to access your account from an unrecognized device. We recommend that everyone with administrator access to your Page enable two-factor authentication, as it prevents the majority of account compromises. Turn on two-factor authentication at fb.me/2fa.

Take the Security and Privacy Checkups

Facebook's Security Checkup will help you log out of unused apps and browsers, manage your alerts and strengthen your password. Facebook's Privacy Checkup helps you review who can see your posts and info from your profile, like your phone number and email address. It also shows you your settings for apps you've logged into with Facebook. Take both checkups routinely at facebook.com/safety.

Keep your information up to date

Review the contact information on your account, remove old email addresses and phone numbers you no longer use, and add current email address you regularly monitor to avoid future access issues. Log out of accounts on devices regularly (e.g. laptop, mobile phone).

Home and Feeds on Facebook

We're making it easier for users to control what content they see and discover on Facebook. We're introducing Feeds, a new tab that lets users easily see the most recent posts from their friends, Pages and groups. Users can curate a Favorites list of the friends and Pages they care about most and filter their content in this new tab. We're also naming the primary tab — the first thing users see when they open the app — Home. Home is the starting point for connection, entertainment and discovery on Facebook.

Feeds: Keeping Up on the Latest

We understand users may want more options when it comes to sorting and seeing their content. There are times you might know just what you're looking for — say, the latest posts from your groups — or you may want to encounter fresh, entertaining content. As Home becomes more of a discovery engine for users to find and follow new content and creators through recommendations, the Feeds tab provides an easy way to access the content from the people and communities they have already connected with on Facebook. There are no Suggested For You posts in Feeds and ads are included.

Home: Where Discovery Happens

We're introducing the name Home for the tab users see when they first open the Facebook app. This is where you will discover new content through recommendations in addition to connecting with their friends and family. From Home, you can also create a Reel, see what your connections are sharing on Feed and in Stories, and build community over new and shared interests. The Home tab is uniquely personalized to the user through our machine learning ranking system. This system takes into account thousands of signals to help cut through the clutter and rank content in the order we think you will find most valuable. We're investing in AI to best serve recommended content in this ranked experience.

Setting up your Facebook Page

Earlier we discussed how we are making it easier for users to control what content they see and discover on Facebook through Home and Feeds. Ahead we'll provide recommendations on how to create best-in-class content:



Interactive

Build your community of supporters by asking your followers questions, answering theirs, showing them that you care by responding to their concerns, and asking for feedback or suggestions.



Timely

Be willing to break news and provide your audience with timely, topical updates. For example, make announcements, share deadlines, go live in realtime, or weigh into hot topics.



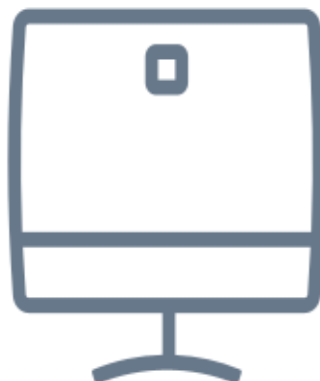
Frequent and Varied

Join the conversations already happening, start new ones, and engage people frequently on the topics that matter both to you and them. Post in a variety of formats (text, photo, video, etc.) to reach different followers.



Authentic

Facebook is where people connect with friends, family, and communities that matter to them. One of the best ways to connect with followers is to show them who you are and what you care about.



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Authenticity is key

- Share candid photos and videos that highlight your personality, what you're up to and what you care about.
- Build credibility with followers by giving them access to moments they might not otherwise see.
- Personalize your message – speak in everyday language and avoid using the third person perspective.
- Highlight staff, volunteers, people, and places in your community to humanize yourself or your organization.

Share moments big or small with video

- You don't need a studio – film moments right from your mobile device.
- Uploading your videos directly to Facebook is the best way to showcase your video content.
- Your Page Insights provide detailed info on Facebook videos, including audience retention. Videos are a great way to promote your voice.
- Include text overlay or subtitles.
- Shoot vertically if filming from a mobile device.
- Let people know why they should watch with a catchy text caption.

Tell your story in photos

- Photos are another way to visually share who you are and what you care about. Don't just talk about your work, show it.
- Stay away from images that are text-heavy or difficult to understand on a mobile screen.
- If you have several great photos, consider adding them to your Page's Stories.



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Discuss current events

Follow the issues, hashtags, and topics that are trending in your community to participate in the discussion, shape media narratives. Be the first to craft your story and narrative by going directly to your audience without an intermediary.

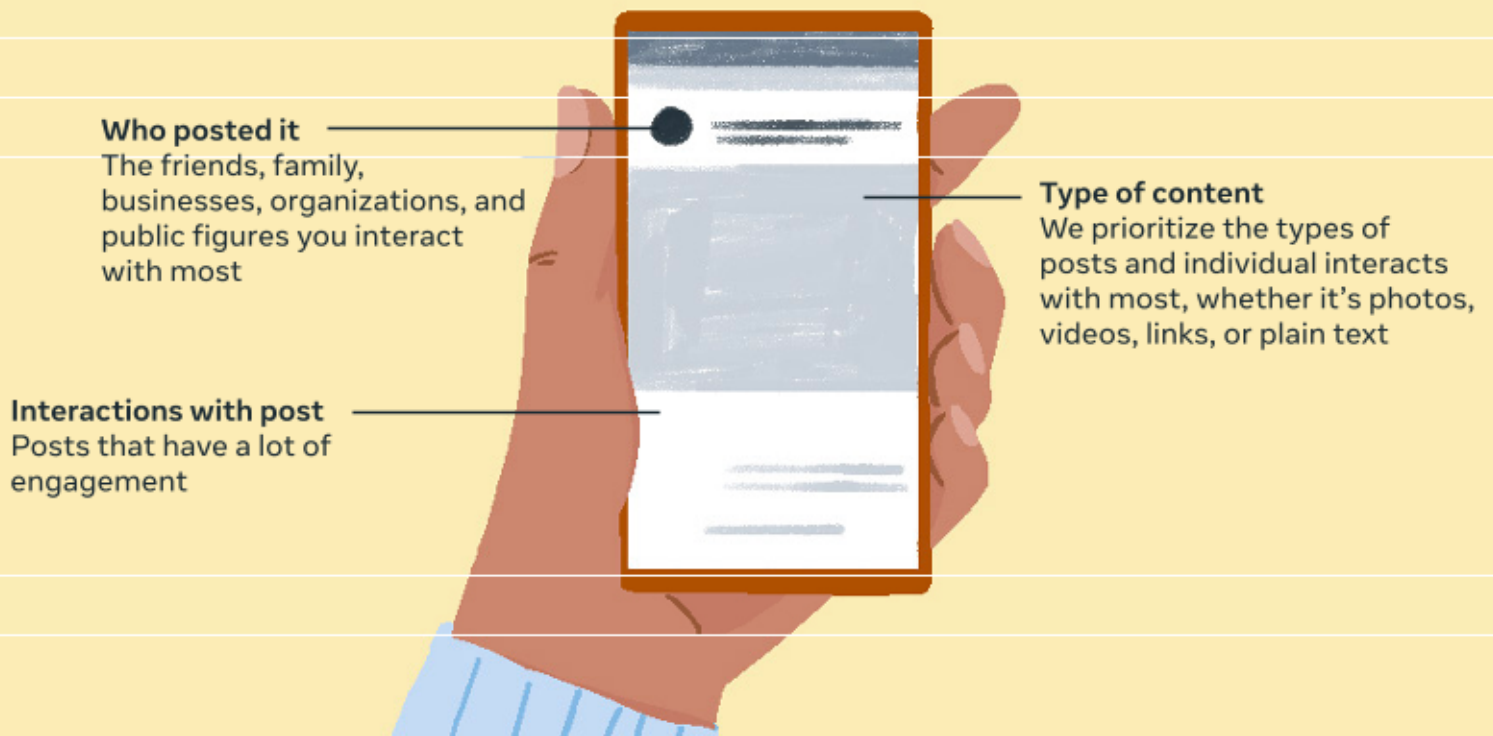
Break news on Facebook

- Provide those following you with timely, topical updates.
- When something newsworthy happens, address it in an original post and provide context for your audience.

Write quality long-form content

- Not every post has to be short. Sometimes longer posts are better for telling a story and providing context.
- Thoughtful posts can lead to substantive discussions and help people understand complex issues.
- Keep it conversational.





Who posted it

The friends, family, businesses, organizations, and public figures you interact with most

Type of content

We prioritize the types of posts and individual interacts with most, whether it's photos, videos, links, or plain text

Interactions with post

Posts that have a lot of engagement

Easy content ideas: Use Facebook when you're

- **Planning a major announcement.** Take your audience behind-the-scenes with exclusive photos and videos before and after, live stream the announcement, post the text of the announcement as a status update, etc.
- **Sharing urgent or timely information.** Use Facebook Live to reach people quickly. Put any critical information in a comment and pin it to the top so that it's the first comment viewers see.
- **Rolling out a new policy.** Plan a Q&A, and include other stakeholders and policy experts to both ask and answer questions.
- **Touring your district.** Upload photos, videos, and Stories from popular and interesting local spots. Tag the Facebook Pages of places you visit and encourage them to share your photos as well.
- **Hosting an Event.** Create a Facebook Event and share updates before and during the Event for attendees. If this is a regularly occurring Event, you can select a recurring frequency (such as daily, weekly or custom).
- **Building lists of supporters.** Drive your audience and target audiences to a mobile-friendly petition or survey on your website.

Learn more

We want to make sure everyone has access to the information they need to understand how Home and Feeds work, so we publish a blog that outlines major updates.

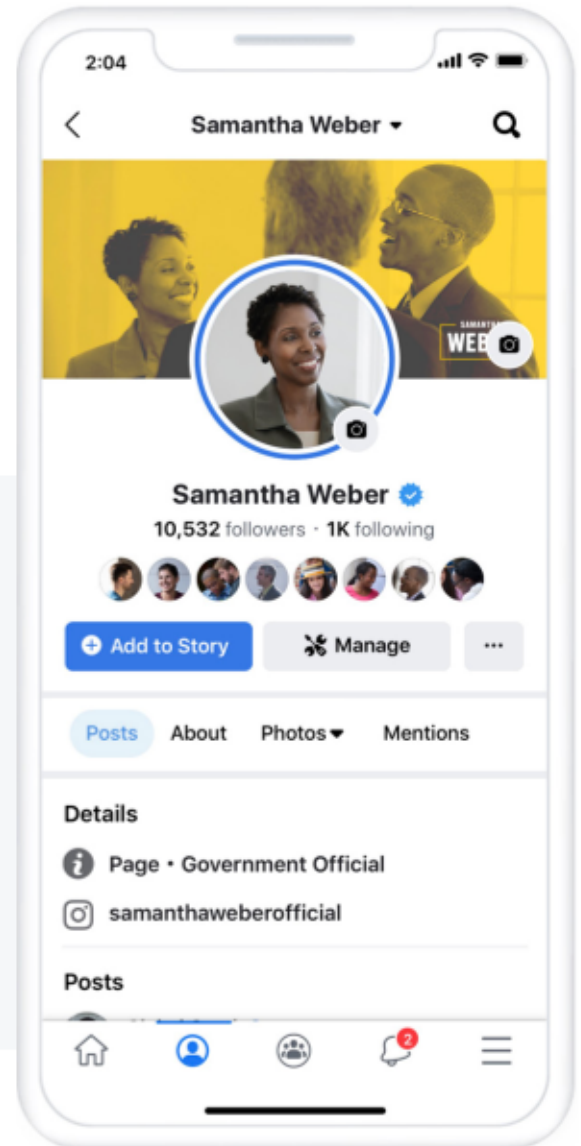
To learn more about Home and Feeds, visit about.fb.com/news

The new Pages experience

The redesigned Facebook Page experience that makes it simpler for you to build community and achieve your goals.

WHAT'S NEW

- Simplified experience and layout
- More robust engagement tools
- Easier navigation between profiles and Pages
- Actionable insights
- Improved admin management



Product highlights

REDESIGNED LAYOUT

A cleaner and more streamlined design makes it easier for people to see your bio, posts, and other important info on your Page.

Goodbye Page likes, Hello Page followers

Your updated Page will only display the number of followers and a 'follow' button in place of number of likes and a 'like' button. We made this change to simplify things - since followers represent the people who are able to receive updates from your Page in their Feed.

DEDICATED FEED

Your Page now has dedicated Feed that is separate from your personal Profile's. Access to a dedicated Feed means it's easier to find and join conversations.

Enjoy new ways to engage easily create Stories, discover and join new Groups and comment on posts from your community, as well as follow others in your community.

Now comments from public figures may be bumped to the top of the comments section.



With a dedicated Feed for your Page, you can more easily engage with your posts and other accounts on Facebook and help increase your distribution.

Comment on posts from other accounts to expand your following

- Your comments may appear at the top of the comments section
- The post may also appear in your followers' Feed

Comment on your own posts to maximize reach and engagement

- Spark more engagement by adding meaningful comments
- Posts may be shown again in your followers' Feeds

Tag and engage with other public figures

- Commenting on and engaging with other Pages puts your name in front of new audiences.
- When a Page tags another Page, the post might be seen by some of the people who like or follow the tagged Page.
- Ask other public figures to go Live with you.



Interact in the comments section of your posts

With access to Feed, you can more easily engage with other accounts on Facebook

Interact in the comments section of your posts

Joining the conversation in the comments section of your own posts can delight your community and maximize your reach.

Longer comments, like sharing your own perspective on the discussion or answering questions, can spark even more engagement with your content.

When you engage in the comments section on your own posts, the posts may be shown again in your followers' Feeds, which may further increase reach and engagement.

Engage with content from others

People are eager to get your take on conversations that are already happening around cultural moments, current events and trends. Feel free to weigh in, respond to things you enjoy and re-share posts with your own commentary.

Verified accounts that comment on another Page's public post may appear higher in the comments section and be visible in Feed. The post may also appear in your followers' Feeds, creating an additional touchpoint with your fans.

Additionally, a Follow button may appear by your name when you comment on other posts.

BEST PRACTICES

1

Follow accounts that you want to see in your Feed and are interested in engaging with.

3

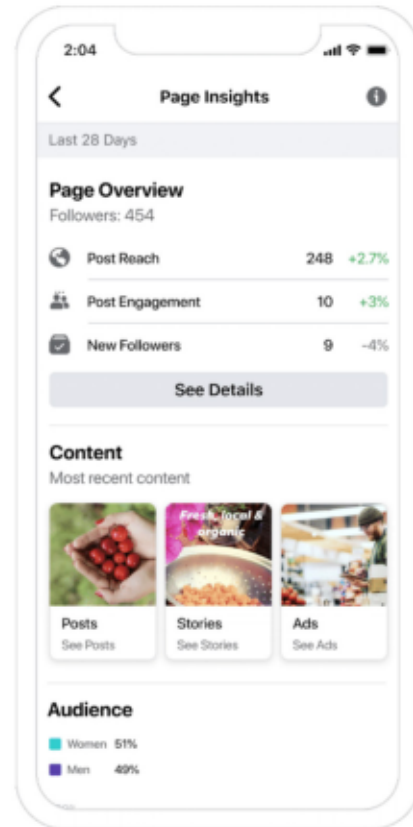
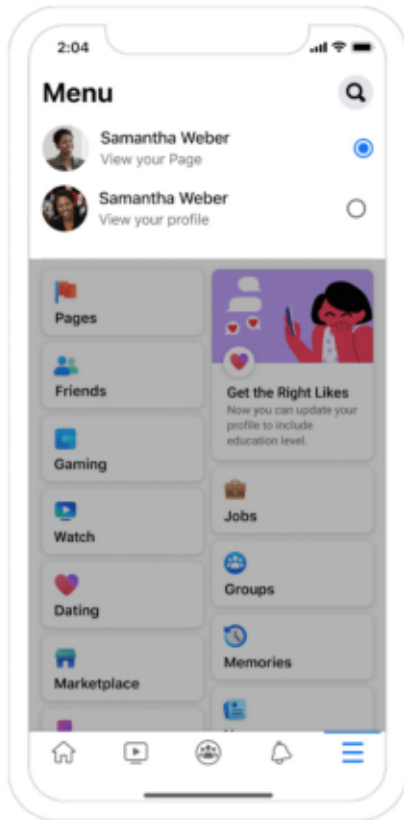
Share your perspective by commenting on posts and about cultural moments, current events and trends.

2

Make sure your comments are meaningful. Consider ways to share a thoughtful contribution to the conversation rather than an emoji.

4

Think about using your platforms for conversation rather than as an announcement board.



EASY NAVIGATION BETWEEN ACCOUNTS

Easily switch between your public-facing Page and your personal profile.

This clear distinction helps you quickly identify whether or not you're engaging as your personal profile or Page.

ACTIONABLE INSIGHTS

Get a quick overview of how your Page and posts are performing, with insights about your audience including demographics and interests.

New insights on comments can help you understand the value of engaging in conversations on your posts

Deeper Connection by Going Live

Engage and interact with your audience

Build your community of supporters and audience by asking your followers questions, answering theirs and showing them that you are paying attention to their concerns.

Go Live on Facebook

- Tell your story as it happens live: make an announcement, start a Live Q&A or just show your followers what's happening.
- Interview people who might interest your followers.
- Integrate Live into announcements and events where your audience can watch and participate.
- A great example is a live town hall meeting with realtime Q&A. Communication officers can also host their own serial and recurrent content (e.g. a weekly recap) or a conversation with guest speakers so followers can expect it at a regular cadence. Going Live allows you to have a voice!

How to start a Facebook Live Q&A

Pick a time

You can host a Facebook Q&A anytime on your Facebook Page. To get started, just click the Q&A icon in the share menu at the top of your Timeline and then click "Start a Q&A" from the dropdown menu.

Start the conversation

Announce that you are scheduling a Facebook Live Q&A and add a photo to personalize your message. You can also call for questions on a specific topic or leave the Q&A completely open for your audience to ask anything.

Answer questions!

Audience questions will appear in the comments below your Q&A post. To answer questions, simply reply to the audience comments. Answer as many or as few questions that you like—the duration and pace of the Q&A is totally up to you.

Moderate your Facebook Q&A

Page admins are able to moderate Q&As just like any other post on Facebook and they can remove comments or ban participants.



Key features and tools

How to manage your Facebook presence on the go

In addition to the features in the main Facebook app, we provide other mobile apps that can help you easily manage your Facebook Page right from your phone.

Meta Business Suite

Anyone who manages your Page can download and use the Meta Business Suite app for iOS or Android. The Meta Business Suite app makes it easy for you to: ‘

- **Update your Page:** Regularly update your Page, reply to your audience’s messages and posts, receive notifications, and more.
- **Access multiple Pages:** You can access and manage up to 50 Pages from the app.
- **Monitor your engagement:** Review your Page Insights and understand how your posts are performing.



The basics of Facebook video

People watch millions of hours of video every day on Facebook. The easiest way to capture some of their attention is to pick up your smartphone and start filming.

Directions for uploading from a mobile phone

- From the Facebook app, go to your Page and click Photo. From the Meta Business Suite app, click the Video button.
- Select a video from your camera roll or click the camera icon to film a video with your camera.
- Click Done.
- Enter a description and any additional information (location, etc.).
- From the Facebook and Meta Business Suite apps, click Publish.

Directions for uploading from a desktop computer

- Click Photo/Video at the top of your Page's Timeline.
- Click Upload Photos/Video.
- Select a video from your computer.
- Enter an optional description, Video Title, & more.
- Select a thumbnail by clicking the arrows on the preview or click Add Custom Thumbnail.
- Add an optional Call to Action (e.g., Watch More) with a link that people can click at the end of the video
- Click Publish.



Quick tips

- You can upload almost all types of video files, but we recommend using MP4.
- Design your video for a sound-off experience. Use bold text on screen to highlight key points, automatically generate captions for your video after uploading, or include an optional SRT file.
- Facebook tests show that adding captions to video increases viewing time.
- Frontload your main message within the first three seconds.

Broadcasting Live on Facebook

Sometimes the best way to engage your audience is bring them along with you – for an important event, an interview, Q&A, or simply to show them what your day is like.

The basics of Facebook Live

- You can broadcast live video to any verified Page from the Facebook mobile apps, desktop or via the Live Video API.
- Live video displays in portrait or landscape. Pick an orientation before you begin your broadcast.
- Your live video will automatically appear on your Page and in Feed for your audience to tune in.
- We recommend broadcasting for a duration (at least 10 minutes) that allows the audience time to discover and share your video while live. Live videos can be as long as 4 hours.
- During your broadcast, you'll see how many viewers you have and can respond to comments live. You can also hide comments or switch the front and back cameras of your phone.
- Your video is automatically saved to your Page for your audience to view later. You can remove it at any time, just like any other post.

Go Live from a mobile device

- Your phone can be turned vertically or horizontally before you broadcast to display in portrait or landscape.
- From the Facebook app, swipe right to access the camera and tap Live. From Meta Business Suite, tap Publish, then tap the Live Video button.
- Add a description for your broadcast, tag any relevant Pages, and tap the Start Live Video button when you're ready.
- End your broadcast when you're done by tapping on the Done button.

Go Live from a desktop computer

- If your desktop computer has a camera and a microphone, open your browser and go to facebook.com/live/create.
- Select Create Live Stream.
- Under Choose where to post your live broadcast, select Share on a Page You Manage and select the Page.
- Write a description, adjust your settings and select the Page.

Go Live from the Live Video API

- Go beyond mobile device cameras and bring in video from professional cameras, multi-camera setups and programmatic sources such as games or screencasts using the Facebook Live API.
- You'll need a video encoding (streaming) software or hardware that supports RTMPS (Real-Time Messaging Protocol over TLS/SSL). Some encoding solutions include: Livestream, OBS, Wirecast, Xsplit and ffmpeg. developers.facebook.com/docs/live-video-api#rtmps
- You can also schedule a Live Video broadcast when using the Live API. When you schedule a broadcast, an announcement post will be published to Feed letting your followers know that a Live broadcast is coming. People who see the post can opt to receive a one-time reminder notification that will alert them shortly before your Live broadcast begins.

Quick tips

- Put your phone in Do Not Disturb to prevent interruptions while recording.
- Make sure you have a strong WiFi or 4G connection. If your connection is weak, the Go Live button will be grayed out.
- Attach your mobile phone to a tripod for long events or steady shots
- Connect an audio source to your phone - even a simple lav mic - to improve the sound for your audience.
- Broadcast for a duration that allows your audience time to discover and share your video while live.



Events

Facebook Events are a great way to bring people together. You can raise awareness for Events like community meetings, fundraisers for your campaign, or cause, festivals, parties, or major cultural moments.

How do I create an Event from my Page?

- Click Create an Event at the top of your Page's timeline.
- Add an Event photo, then enter your Event's name, location and frequency (example: occurs once, weekly or you can customize the date range for your Event).
- You can include optional details like a ticket URL, and can add other Pages as co-hosts (Events will automatically be added to a co-hosting Page's calendar).
- Click Publish or Save Draft. You can also click and select Schedule to select a date and time in the future for when you want your Event to publish.
- Keep in mind that all Events hosted by Pages are public. You can also add other people's or Page's public Events to your Page.

How do I add another Page's Event to my Page?

You may want to help promote someone else's Event by adding it to your Page—for example, maybe you're a mayor and want to add your city council meetings to your Page. Or maybe you're a party and want to give a candidate's campaign stops more visibility. To add them:

- Go to the Event you want to add to your Page.
- Click and select "Add to Page..." Keep in mind that all Events hosted by Pages are public. You can also add other people's or Page's public Events to your Page.
- Select a Page and click "Add Event"

Learn more on creating Events: www.facebook.com/help/116346471784004

Facebook Groups

Creating a Facebook Group gives you the opportunity to build an engaged community, deepen connections among constituents, voters, and supporters and foster authentic conversations.

You can use Groups to share exclusive updates, photos, or Events.

Group members can coordinate through comments, collaborate on documents and messages.

Your staff could use a Group to share and comment on possible content; your organization could organize Groups to communicate with volunteers and surrogates.

Learn more at [facebook.com/help/162866443847527](https://www.facebook.com/help/162866443847527).

How do I create a Group from my Page?

- From your Page go to the Groups section on the left side menu and click Create Group.
- Click Create New Group at the top of the page. A window will appear, where you'll be able to add a group name, add members and select the privacy settings for your group.
- Click Create when you're done.
- Once the group is created, you'll be taken to the group. Go to Edit Group Settings to add a description, tags, profile picture, and cover photo. You can join and create up to 6,000 Groups.

How do I get people to join the Group I create?

For all types of Groups, members can add people they are friends with on Facebook. You can also invite supporters you're not friends on Facebook with by clicking Invite by Email in the top right of your Group prompting an email invitation to the user. Another way to attract Group members is by talking to people off of Facebook. If your Group is public or closed, they'll be able to send a request to join.

To add new members to a Group

- Go to the Group
- Click the + Add People to Group field in the right column
- Type your friends' names and click on them to add them to the Group

How do I set the Group's privacy?

There are 2 privacy settings for Facebook groups:

- Public: anyone on or off Facebook can see who's in the group and what they post.
- Private: only members can see who's in the group and what they post.

Learn more about the differences between public and private groups:

www.facebook.com/help/220336891328465?helpref=faq_content

Public groups can change to private. If an admin schedules the privacy setting to change, they have 3 days to cancel if they'd like to. Once a group changes from public to private, the change is permanent

Learn more about the difference between visible and hidden Facebook Groups and how to change it:

www.facebook.com/help/494687427966946?helpref=faq_content



How do I manage my Group?

Make sure you're posting and commenting in your group and encouraging your members to engage as well.

- Ask questions, create discussion prompts and, share visual content (e.g., photos and videos) when possible.
- Go live in the group to have a live conversation with only group members—perhaps to thank volunteers, or to conduct a live interview with an expert that would be interesting to the group.
- Try to have more than one person manage the group so it's not all on you, and so that there are more people to moderate, create content and interact with group members.
- Reply to posts and comments promptly. This helps reward people for engaging in your group.

Insights and measurement

Insights and advertising will help you reach the right people, and will help inform your creative decisions with actionable metrics.

Measure your success with Page Insights

Metrics such as reach and engagement will show you how well your Page is performing.

Learn which posts and post types (videos, photos, etc.) resonate with your audience.

Optimize how you publish to engage more people.

Learn more at: facebook.com/facebookmedia/get-started/page-insights



Using Creator Studio

Creator Studio brings together all the tools you need to effectively post, manage, monetize and measure content across all your Facebook Pages and Instagram accounts. It also helps you take advantage of new features and monetization opportunities you may be eligible for.

Anyone who manages a Page can use Creator Studio, though your Page role determines the specific information you see and the actions you can take.

More Details: facebook.com/business/learn/lessons/creator-studio-overview

Here are a few things you can see and do in the Facebook and Instagram sections of Creator Studio:

- Upload, compose and post content. You can also bulk upload multiple videos, crosspost content to multiple Pages and schedule, backdate or save posts as a draft.
- You can view, filter, and search all your video, photo, link, and text posts from all your Pages.
- Get Insights and track how your content is performing across all your Pages.
- See an overview of all your Pages, change existing roles or assign new ones.
- Manage all interactions across all your Pages from the Inbox tab. Includes Facebook Messenger and post comments, as well as Instagram post comments.

Advertising

Ads can help you reach new people who may be interested in your campaign or organization.

For transparency purposes, we require all advertisers to first become authorized in order to run ads about Social Issues, Elections, or Politics. Becoming authorized is a multi-step process that can take up to two weeks to complete.

To get started, visit facebook.com/ID

Advertising 101

Once you are authorized to run ads about Social Issues, Elections or Politics, ads can be a highly effective way to find new supporters, fundraise, and persuade people to join your cause.

Here's how to get started:

1. Create a Business Manager

Business Manager helps organize ad accounts, Pages and the people who work on them.

- Does your campaign or organization already have a Business Manager? If so, ask an admin to invite you. If not, head to business.facebook.com and click Get Started.
- Initially, you'll need to be logged into your personal Facebook account for authentication purposes. However, Business Manager will be connected to your work email address, which you'll input in the set-up process.

Learn more about Business Manager: facebook.com/gpa/resources/advertising/business-manager

2. Create an ad account

An Ad Account will enable your campaign or organization to run ads from your Page.

- Before creating an Ad Account, add a credit card in Business Manager by clicking Settings (in the top left corner) and then Payment Methods (in the left column).
- Now navigate to Ad Accounts (in the left column) and click Add new Ad Account (in the top right). If your campaign or organization already has an ad account, you can claim it. If not, select Create a new account.

3. Create ads

Create ads to reach your objectives and engage important audiences.

- Once you've created an Ad Account, click View Ad Account in Ads Manager. In Ads Manager, click Create Ad and follow the instructions.
- Brush up on the basics or learn the most advanced opportunities possible with Facebook advertising by spending some time on Blueprint, our online training site.

Learn more and find additional support:

<https://www.facebook.com/gpa/resources/advertising>

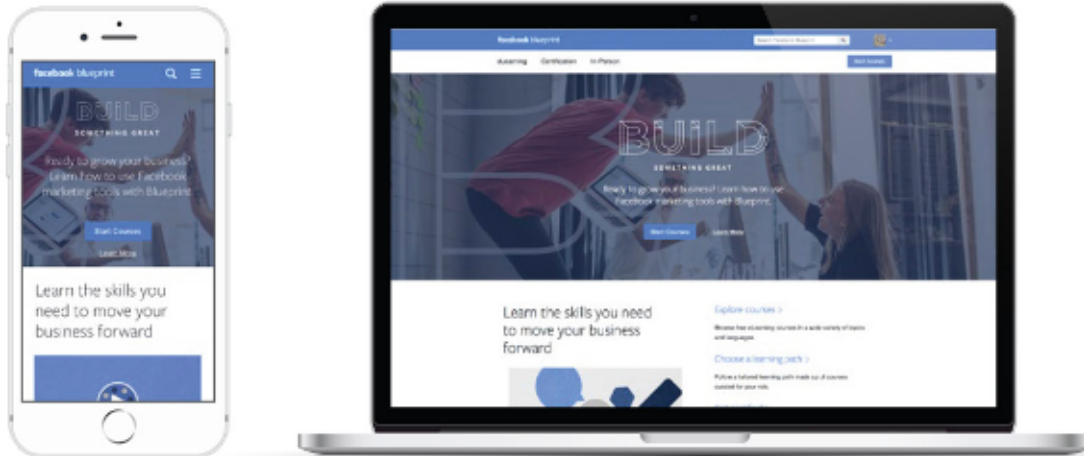


Guide for State Legislators

Meta Blueprint

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